



For Immediate Release
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**Irby's "The Electrified Tour" Launches 20th Anniversary
Grand Opening With 100,000 Square Feet In Nashville
And New Irby *Electric Express* Locations
*Regional Distribution Center and New Local Service Centers
Offer Convenience for Area Customers***

LAVERGNE, TN. (June 12, 2007) – Stuart C. Irby Co., one of the largest regional electrical distributors and a subsidiary of Sonepar USA, today announced its 20th anniversary celebration supported by more than 1000 key customers in the middle Tennessee area, more than 70 supporting Vendor Partners, executives from Sonepar USA, business leaders from all of Sonepar USA's distributors and Irby staff. The Electrified Tour allowed these audiences a variety of tour stops including a grand tour of its new 100,000 square foot regional distribution center (RDC), Vendor product and technical demonstrations, a grand tour of the four Irby *Electric Express* locations. The final stop of The Electrified Tour featured live music by the 2004 Nashville Star Winner Brad Cotter.

"We are especially excited about the prospect of increasing our overall contractor, commercial, industrial and utility presence in the middle Tennessee area," said company

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president, Michael C. Wigton. “Our new facilities will allow us to expand our product and service offering to create greater value for our customers. We expect to introduce new value-added capabilities establishing Irby as the partner of choice,” said Wigton.

Irby’s main distribution center provides electrical products, services and project support to commercial, industrial and utility companies in the middle Tennessee market. Irby *Electric Express* locations provide electrical products and services primarily to residential and commercial electrical contractors.

Irby *Electric Express* is a new store concept that puts merchandise in front of the customer and puts merchandising at the forefront of the Irby brand in the commercial and residential contractor markets. “Our stores provide the customer with a sales environment conducive to shopping. The emphasis is to provide great service to our customers. Our stores are staffed with knowledgeable sales people and we are focused on reducing transaction time so our customers can quickly get their supplies and get to their jobsite,” said brand manager, Stuart M. Irby, Jr.

“The Irby *Electric Express* store concept has proven to be very effective in meeting the needs of residential and commercial contractors by offering high quality and competitively-priced products, services and convenient locations with knowledgeable sales associates. We are committed to supporting our electrical contractor and commercial customers throughout the middle Tennessee market. Our investment in Nashville is the latest example of this commitment,” said Wigton.

For 20 years, Irby’s industrial division has been the Allen-Bradley authorized distributor in Nashville with additional locations in Cookeville, Tennessee, Decatur and Huntsville, Alabama. Irby also has 13 additional locations in five states authorized by Rockwell Automation to provide Allen-Bradley products and services.

Through a dedicated team of Irby Automation High Tech Specialists, Irby also represents a broad portfolio of Automation Services. This offering includes service assessments, integrated condition monitoring, Rockwell Automation's Asset Management Portfolio (RAAMP), integrated architecture, remote monitoring services, parts management agreements, industrial network services, onsite support services, a three-core performance-based training program, repair services and phone support.

Irby's utility division provides a complete line of products for investor-owned, municipal, and cooperative electric utilities and power line contractors. As one of the largest electric utility distributors in the United States, Irby has unmatched technical expertise and support in areas such as automated metering, distribution automation, tools and tool repair, and logistics management.

Irby also serves the utility market throughout Tennessee with additional locations in Jackson, Chattanooga and Johnson City, Tennessee. Irby is a long-time supporter of the Tennessee Valley Public Power Association (TVPPA), the Tennessee Municipal Electric Power Association (TMEPA) and the Tennessee Electric Cooperative Association (TECA).

Irby's new regional distribution center is located in LaVergne, Tennessee, at 1284 Heil Quaker Blvd. Irby *Electric Express* is located in Franklin, Tennessee, at 102 Lumber Drive, in Murfreesboro, Tennessee, at 2805 Old Fort Parkway, in Nashville, Tennessee, at 6601 Sugar Valley Dr., and in Spring Hill, Tennessee, at 2021 Wall Street. Two additional locations in Mount Juliet and Downtown-Nashville are scheduled to open in 2007. The RDC is open Monday through Friday 7:00 a.m. until 5:00 p.m. Irby *Electric Express* locations are open Monday through Friday 6 a.m. until 4:30 p.m. Irby employs 64 people in the Nashville area.

Tony Burr, President of Sonepar USA, said, “We are very pleased to see the tremendous efforts Irby associates deploy to be closer to their customers, to offer them the proper additional support and to help improve the customers’ productivity.”

Irby, headquartered in Jackson, Mississippi, operates 60 branches in 17 states and is one of the largest regional distributors in the United States. The employees of Irby serve customers in four major market segments – industrial, contractor, commercial and utility – with innovative products and services.

Sonepar is a privately owned independent group with headquarters located in Paris (France). Sonepar is a world leader in the distribution of electrical equipment. With operations in 29 countries across four continents, the group’s 22,600 employees and 1,330 branches generate annual sales over 9.45 billion (EUROS), or \$12.7 billion (U.S).

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Other electronic photos available upon requests. Email requests to burks@irby.com

Stuart C. Irby Company was founded in 1926 and is based in Jackson, Mississippi with more than 900 employees in 60 locations in 17 states (Alabama, Arkansas, Colorado, Florida, Iowa, Louisiana, Maine, Minnesota, Missouri, Mississippi, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Tennessee and Texas). To find out more, go to www.irby.com or www.sonepar-usa.com.
